MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2016/2017

BBB1014 – UNDERSTANDING MANAGEMENT

22 OCTOBER 2016
2.30 p.m – 4.30 p.m
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This Question paper consists of 2 pages with 6 Questions only.

2. Attempt **FIVE** out of SIX questions. All questions carry equal marks and the distribution of the marks for each question is given.

3. Please write all your answers in the Answer Booklet provided.

QUESTION 1

A manager who holds a management position inside an organization is required to think strategically and conceptually in order to achieve organizational goals.

a) Explain with example the four management functions and the type of management activity associated with each.

(10 marks)

b) Describe conceptual, human, and technical skills and their relevance for managers.

(10 marks)

(Total: 20 marks)

QUESTION 2

Corporate culture refers to the beliefs and behaviors that determine how a company's employees and management interact and handle outside business transactions. Often, corporate culture is implied, not expressly defined, and develops organically over time from the cumulative traits of the people the company hires. Explain organizational symbols, stories, heroes, slogans, and ceremonies and their relationship to corporate culture.

(Total: 20 marks)

QUESTION 3

Making decisions in a company or organization happens at all levels. A manager of a business shouldn't assume he's right in every decision he has to make. In that regard, different types of decision-making should be taken depending on the situation at hand.

a) Explain why decision making is an important component of good management.

(10 marks)

b) Discuss the difference between programmed and non-programmed decisions and the decision characteristics of certainty and uncertainty.

(10 marks)

(Total: 20 marks)

Continued...

QUESTION 4

The typically hierarchical arrangement of lines of authority, communications, rights and duties of an organization. Organizational structure determines how the roles, power and responsibilities are assigned, controlled, and coordinated, and how information flows between the different levels of management.

a) Explain the matrix approach to structure and its application to both domestic and international organizations.

(10 marks)

b) Describe functional and divisional approaches to structure.

(10 marks)

(Total: 20 marks)

QUESTION 5

An organisation cannot build a good team of working professionals without good human resources.

a) Explain the strategic role of human resource management.

(5 marks)

b) Define recruiting and the types of recruiting.

(10 marks)

c) Discuss what is selection.

(5 marks)

(Total: 20 marks)

QUESTION 6

Leadership is the major factor that makes everything work together seamlessly; without leadership, all other business resources are ineffective.

a) Define leadership and explain its importance for organizations.

(10 marks)

b) Discuss how women's style of leading is typically different from men's.

(10 Marks)

(Total: 20 marks)

End of Paper